

National Park Service



SERA Update

**Presentation to the Concessions Management
Advisory Board**

March 22, 2006

WASO Concession Program



SERA Draft Standards & Classifications for Lodging, Food & Beverage and Retail

- Phase II comments incorporated in draft standards
- Created definitions for operational standard and facility standard
- Developed definitions for asset classifications under each of the three Core Assets
- Preparing draft maintenance standards for each asset type

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SERA Review of Existing and New Draft General Standards and Marina Standards

- Risk Management, Public Health, Environmental Management and Marina documents under review by PwC
- Goal is to determine optimal format to structure standards and methods used to implement these programs, and to make the necessary changes
- PwC will present findings to NPS in April

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NPS Clean Marina Guidance

- Guidance based on clean marina programs implemented by a number of states.
- Utilizes Clean Marina Program implemented in National Capital Region to develop a national guidance
- Voluntary Program with documented benefits
 - Many concessioners have already adopted clean marina standards and obtained state certifications
- Program roll-out at Clean Boating Campaign event in DC (June 17)
 - Currently developing implementation/certif. strategy
 - Integration of Guidance in Marina Standards

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SERA Pilot Study

- Pilot studies will be initiated at two-three parks to:
 - validate updated standards
 - identify application concerns/issues (effort, skills, knowledge, resources)
 - Solicit concessioner and park comments
- Consultation with Regional Chiefs to identify pilot locations
- Implementation schedule to be developed once pilot parks are selected

WASO Concession Program



SERA Rate Approval Program Review

- 2006 Rate Guidance on Markup and CMD prepared by PwC
 - Markup method industry best practice for convenience item pricing
 - National Association of Convenience Store's State of the Industry Report widely accepted as definitive source for industry statistics
 - Competitive Market Declaration best practice for merchandise item pricing
 - National Retail Federation no longer publishes industry's gross margins
 - No other widely-accepted source publishes such information
- Evaluation & Pricing Training being conducted at one location this spring